

Used Oil and HHW Grants Bulletin



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Grant Success Stories

This new feature of the Grants Bulletin highlights successful programs that other grantees may wish to replicate or adapt to their communities. If you've implemented a program you would like to feature in this publication, please send your program summary to dstokes@ciwmb.ca.gov.

Pooling HD9 Funds Pays Off

By combining their respective CIWMB HD9 grant funds and working cooperatively, the cities of Chula Vista and Del Mar and the County of San Diego developed a highly successful regional HHW program that serves the hazardous waste recycling needs of residents in 18 jurisdictions. Despite regional differences and needs, these three grantees joined forces to jointly provide publicity and education, host HHW/ E-waste events, and build a permanent facility accessible to all San Diego County residents regardless of where they live. Consequently, participation rates at all permanent HHW collection facilities in San Diego County increased significantly. Total HHW collection increased by 10 percent and U-waste /paint/ antifreeze collection increased by nearly 70 percent.

The three jurisdictions combined outreach funds to disseminate the same advertisements for HHW collection events and permanent facilities countywide. Their marketing methods consisted of a movie slide advertisement shown in 15 theatres for two different 10-week periods, utility bill inserts, and newspaper ads. Surveys conducted at HHW collection facilities in the county revealed that residents responded most to the advertisements of HHW collection facilities/events in the solid waste bill inserts.

Consolidating Rural E-Waste Collection Makes Cents

The Environmental Services Joint Powers Authority (ESJPA) collected more than 250,000 pounds of cathode ray tubes (CRT) and electronic peripherals between July 2001 and March 2003. Funded by a \$300,000 Household Hazardous Waste Grant, the ESJPA e-waste collection and public awareness program served 12 rural Northern California counties.



One of the major challenges ESJPA faced during this project was coordination of collection activities across a large geographic area without incurring excessive costs. ESJPA scheduled collection events and waste pickup so all e-waste could be hauled during a single "milk-run" spanning several days, rather than in multiple same-day trips spread out over weeks or months. Local governments assisted ESJPA Director Jim Hemminger in implementing grant-funded activities. The Regional Council of Rural Counties (RCRC) and Sweetser and Associates also provided support services. Contact Jim Hemminger at jimh@rcrcnet.org for more information about this project.

Marina Bilge Pad Exchange Program Is a Winner

Using 4th cycle nonprofit grant funds, the Santa Monica Bay Restoration Foundation (SMBRF) educated more than 300,000 registered boaters in Southern California about used oil recycling and pollution prevention. The organization distributed more than 10,000 free oil absorbent bilge pads, established bilge pad recycling/exchange programs, and promoted the purchase of re-refined oil.

SMBRF focused its efforts on five southern California marinas: Big Bear Lake, Avalon Harbor, King Harbor (Redondo Beach), Marina del Rey, and San Pedro Marina, all located in San Bernardino, Los Angeles, and Ventura counties. SMBRF staff also facilitated the Southern California chapter of the California Clean Boating Network (CCBN).

SMBRF staff disseminated boater education materials and information through the mail, on the Internet, in boating publications and at boater shows, conferences, and club meetings. Outreach materials included boater kits consisting of a bilge pad, floatable key chain, and clean boater tips brochure in a bag, laminated maps of marina services, and re-refined oil brochures. SMBRF staff found that attending boating events was one of the best outreach venues for direct interaction with boaters and that boater kits were very well received at boating and other public events.

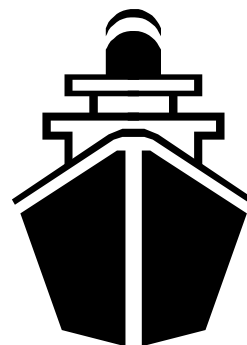
After reviewing the structure of four existing public bilge exchange programs, SMBRF staff designed their own bilge pad exchange program to implement at the host marinas. Program set-up included installing 55-gallon drums for both oily and clean bilge pads at each participating marina and training marina staff and boaters about the proper installation and removal of pads for various boat types.

Volunteers Key to Bilge Pad Distribution

SMBRF staff launched their bilge pad exchange program by holding a series of trainings for marina operators, fuel dock staff and boaters at clean boating seminars, yacht and boater clubs, and U.S. Coast Guard Auxiliary and CCBN meetings. Dockwalkers, peer-to-peer Coast Guard Auxiliary volunteers who teach boaters about clean and safe boating, also promoted the bilge pad exchange program to more

than 15,000 slip renters and visiting boaters at the host marinas.

Feedback from boaters regarding the bilge pad exchange program was very positive. Survey



responses indicated that boaters enjoyed receiving the complimentary bilge pads so they could actively prevent oily sheen in their marinas. Boaters also appreciated the ease of bilge pad pickup and drop-off. A total of 10,300 bilge pads were distributed; 3,450 pads were returned for recycling and 345 gallons of used oil was reclaimed during SMBRF's bilge pad exchange program.

Six months after creating bilge pad exchange sites at the host marinas, SMBRF staff decided they needed to conduct another round of dock staff trainings to increase bilge pad exchange participation and alert boaters about the risk of pads breaking up, clogging, and damaging boat engines. To further address this safety issue, staff mailed cautionary labels for bilge pads to boaters and added a component to Dockwalker training sessions on how to properly install absorbents in the bilge.

Re-refined Oil Promotion to Boaters Difficult

To promote the purchase of re-refined oil to boaters, SMBRF staff first researched which oil vendors distribute re-refined motor oil in southern California. They found three vendors, all of which were too far away for boaters to realistically travel to buy oil. Staff concluded that re-refined oil remains relatively unpopular with the public because it is not readily available off the shelf.

SMBRF also recruited Naut-a-Care, a mobile marine oil change service, to conduct a re-refined oil sales campaign to boaters. Though initially enthusiastic about promoting the purchase of re-

refined oil to their customers, Naut-a-Care eventually gave up on promoting re-refined oil use to customers due to its lack of convenient availability.

As part of its NP4 grant, SMBRF also facilitated the southern chapter of the California Clean Boating Network, which consists of a collaboration of government, environmental, business, boating, and academic organizations working to increase and improve clean boating education in California. The CCBN has proved to be a great forum for collective investigation and resolution of boating-related pollution problems. To find out more about the SMBRF or Dockwalkers, contact Joel Hanson at jhanson@rb4.swrcb.ca.gov.

Board Awards Six Research Demonstration Grants

In June 2003, the Board awarded grants for the following Research and Demonstration projects:

- **California State University, Sacramento** will build a temporary research test facility to evaluate the oil absorption and retention of several different storm drain inlet filter models. Researchers will simulate the introduction of used motor oil to the filters via storm water run-off, oil spills and illegal disposal. Researchers will collect influent and effluent oil concentrations and analyze oil loading data to determine the oil retention capabilities of the test filters during the short term (one run) and long term (20 runs, representing one year of oil loading.)
- **The City of La Mirada** will install five different storm drain filter devices on 165 storm drains located throughout the community. Twenty of each filter type will be installed in commercial, industrial, and residential zones within the city. The city will assess the oil absorption performance, maintenance requirements, and installation/maintenance costs of each filter model over the course of one year.
- **Geosyntec** will evaluate the ability of storm drain filters to remove oil and grease, suspended solids, and heavy metals from stormwater that enters City of Los Angeles storm drains. Researchers will evaluate four different types of catch basin inserts installed at 40 cumulative pollutant capture sites and 12 field-to-laboratory sites.
- **Evergreen Oil, Inc.** will upgrade the quality of its re-refined oil, certify that it meets official standards, and test new products. This upgrading process will stimulate increased production of higher quality re-refined lube oils and increase the life cycle of oil in California.
- **Nimmer Pictures** will promote environmentally responsible car care techniques and the use of re-refined oil to young, male Latinos throughout the state by working with Lowrider and other car clubs. This contractor will develop a series of educational videos featuring individual club members and televise these on government access television and other California TV stations.
- **Ross Campbell, Inc.** will conduct a statewide research and outreach program to increase the amount of used oil and filters recycled by independent truckers throughout California. The goals of this project are to increase the development, facilitation, and use of convenient used oil collection sites by independent truckers and develop and implement an education and outreach campaign that encourages truckers to recycle their used oil and filters. An initial pilot program will be conducted in San Joaquin County.

CIWMB will share the results of each research project with grantees following its completion.

California Number One in Foreign-Born Residents

A U.S. Census Bureau report based on a 2002 survey found that one out of four Californians were born outside of this country. Many of these residents

come from countries where dumping used oil and household hazardous waste in the garbage, soil, or water bodies is not illegal. This census data underlines the need for CIWMB grantees to focus their used oil and HHW recycling outreach and education efforts on immigrants and ensure that certified used oil collection centers are conveniently



accessible to immigrant populations. Visit www.cis.org/articles/1998/IR32/impact.html for more California immigrant census information.

L.A. County Conducts Chinese Market Assessment

The county of Los Angeles recently conducted a phone survey of Chinese residents in Mandarin and Cantonese to determine what type of used oil recycling outreach program would most effectively motivate this target audience to recycle their oil. The Multicultural Connection, the firm hired by L.A. County to conduct the phone survey, discovered that the five incentives most likely to motivate Chinese do-it-yourselfers (DIY) in L.A. County to recycle their used oil include:

- **More businesses that accept used motor oil.**
- **Used oil recycling advertising that emphasizes following the law.**
- **More convenient public recycling center locations.**
- **Free oil and filter collection containers.**
- **Discounts for automotive products.**

During the phone survey 88 percent of Chinese DIYers said they recycle their motor oil but less than 50 percent indicated they recycle their used oil filters. Reasons given for not recycling filters were

lack of awareness that oil filters can be recycled and not knowing where to recycle them.

The L.A. County Chinese oil recycling market assessment also included two focus group discussions with men of Chinese descent. One focus group was between the ages of 25 and 54 and the other spanned the ages of 16 to 22. All participants were originally from mainland China and Taiwan.

Like the Chinese phone survey respondents, most focus group members indicated they do recycle their used oil but most do not recycle their used oil filters. Most focus group members also did not know about penalties for improper disposal of used motor oil or what happens to recycled oil after it's collected.

The older focus group indicated their oil recycling behavior is more influenced by oil collection convenience and advertising, whereas the younger group (who spend more of their disposable income on auto parts and supplies) are more influenced by financial recycling incentives. When critiquing several draft used oil recycling advertisements, the older group slightly favored the ad that emphasized the environmental health impacts of improperly disposed oil, while the younger group favored one that emphasized the illegal nature of improper disposal.

L.A. County's Director of Environmental Affairs, Melinda Barrett, says: "The most important aspect of the Chinese language research was that we were able to get information directly from this community about what would motivate them to change their behavior. DIYers in the Chinese focus groups were asking for incentives to participate in oil recycling. So we offered free oil collection containers prior to three collection events held in areas heavily populated with Chinese residents. We also raffled off donated prizes at those events. We collected more than 2,600 gallons of oil at the three events."

Adds Barrett: "During the phone survey, DIYers also asked for oil recycling information on Chinese media. So we used Chinese print, radio, and billboard ads to promote the three oil collection events as well as Chinese public affairs shows and press conferences before two of the events. We advertised in a Chinese auto trader-type weekly magazine as well. We also promoted a Chinese oil recycling hotline that almost 600 people called. Though they were not previously aware that oil

filters should be recycled, once informed Chinese residents responded by recycling their filters.”

L.A. County used a CIWMB Local Government Opportunity Grant to fund its Chinese phone survey, which cost approximately \$30,000, and the focus group study, which cost \$22,000. Other CIWMB grantees are welcome to use L.A. County’s Chinese phone survey. For more information about this or the Chinese market assessment, contact Melinda Barrett at mbarrett@ladpw.org.

New Contracts Promote Re-Refined Oil to Fleet Managers and Quick Lubes

The CIWMB has entered into a contract with the California State University, Long Beach (CSULB) to determine fleet managers’ perceived barriers to purchasing re-refined oil and develop strategies to overcome those barriers. CSULB will conduct focus groups and phone surveys with private and public fleet managers to determine what factors either deter them from using or motivate them to use re-refined oil in their vehicles. The contractor will then hold workshops with fleet managers who do not use re-refined oil to inform them of its benefits. CSULB will also develop a directory of re-refined oil distributors and distribute this at the workshops and fleet manager conferences.

The CIWMB has also contracted with the California State University, Dominguez Hills (CSUDH) to determine the barriers to using re-refined oil at quick-lube businesses. CSUDH will survey fast-lube business owners/managers and conduct customer focus groups to determine barriers; secure one or more re-refined oil distributor(s) to sell re-refined oil to quick lubes; and develop, implement and pilot test several marketing

strategies to increase customer demand for re-refined oil in quick-lube. For more information on these two projects, contact jherota@ciwmb.ca.gov.



Does Community-Based Social Marketing Increase Used Oil Recycling?

The Annual Used Oil Forum last December featured a one-day workshop introducing Community Based Social Marketing (CBSM) to CIWMB grantees. This workshop demonstrated new marketing strategies to increase environmentally sustainable behaviors such as used oil and household hazardous waste recycling. The CIWMB has since contracted with the California State University, San Marcos (CSUSM) to conduct a CBSM pilot to increase used oil recycling participation in three counties. This pilot incorporates the four basic components of CBSM:

- **Identify the barriers and benefits to an activity.**
- **Develop an intervention strategy that utilizes motivational “tools” to change behavior.**
- **Pilot the strategy.**
- **Evaluate the strategy once it has been implemented across a community.**

The CBSM pilot to increase used oil recycling participation is taking place in Los Angeles, Madera, and Napa counties. CSUSM Associate Psychology Professor Wesley Schultz is working closely with the used oil recycling coordinators in each county to conduct barrier/benefit studies and develop CBSM intervention strategies that address their respective target audience.

L.A. County’s barrier study indicated that 69 percent of respondents would be much more likely to recycle used oil if supplied with free oil containers. L.A. County will test the ability of their intervention strategy—distribution of free oil collection containers—to increase oil recycling participation at existing certified used oil collection centers. DIY oil changers will be given free oil collection containers at several selected certified collection centers.

Some of these containers will contain no stickers; others will contain stickers with the standard CIWMB oil recycling message. A third group will contain stickers with a modified, highly motivational message based on psychological principles of commitment and consistency. Each type of collection

container will be tracked to determine how many people return them containing used oil.

Napa County's goal is to use a CBSM intervention strategy to boost local subscription to an existing rural curbside used oil collection service. The Social and Behavioral Research Institute (SBRI) at CSUSM just completed a phone survey of Napa residents to determine their barriers to using this mobile service. Dr. Schultz and his staff are currently analyzing this survey data and will next develop an intervention strategy to overcome identified barriers to using the curbside service.

Madera County's goal is to boost used oil recycling participation at existing certified used oil collection centers and recruit new centers if necessary. A barrier survey was conducted and an appropriate intervention strategy will be identified and pilot-tested. For more information on this project, contact Dstokes@ciwmb.ca.gov.

First E-Waste Stakeholders Workshop Held in Sacramento

The Department of Toxic Substances Control (DTSC) and the California Integrated Waste Management Board held the first E-Waste Stakeholders Workshop on October 16 in Sacramento. The purpose of this meeting was to solicit input from interested parties regarding the implementation of SB 20 (Sher, Chapter 526, Statutes of 2003), the Electronic Waste Recycling Act signed into law by Governor Gray Davis in late September. Stakeholders in attendance at this workshop included representatives from the electronics manufacturing, local government, waste management, e-waste collection, research, and nonprofit sectors.

The workshop was hosted by DTSC Director Ed Lowry and Hazardous Waste Division Chief Peggy Harris, plus CIWMB Board Member Michael Paparian and Special Waste Branch Manager Shirley Willd-Wagner. The workshop covered the following five areas pertaining to the Electronic Waste Recycling Act: Scope of the Electronic Waste Recycling Act; Impacts on Stakeholders; Fee

Collection/Recovery and Payment Structure; Recycling Goals and Outreach; and Regulations.

Mr. Lowry opened the E-Waste Stakeholders Workshop by noting that California is the first state in the nation to develop a statewide electronics waste recycling program for consumers. He said: "We are pioneers in the process of addressing a very serious environmental problem. The eyes of the nation and perhaps other countries in the world are upon us during this historic process."

Many details regarding enactment of the Electronic Waste Recycling Act will be determined over the next few months by DTSC and CIWMB staff, including which electronic products are covered by this bill, the regulations that will govern e-waste collection, dismantling and reuse, collection payment amounts, and methods and recycling goals.

Notes outlining the workshop can be found at www.ciwmb.ca.gov/Electronics/Act2003/.

Re-Refined Oil in Agribusiness Video Available

Using Local Government Opportunity grant funds, local government partners in the Monterey Bay Area employed Ecology Action of Santa Cruz to develop a videotape called "Using Re-refined Oil in



Agribusiness." Produced by Ross Campbell (RC), this informative 10-minute video is modeled after RC's "Re-refined Oil in Fleets" video. Ecology Action has copies of this video available for distribution to interested parties.

The video features testimonials from farmers and equipment manufacturers about the benefits of using re-refined oil, thoroughly describes the re-refining process, and includes a "Recycled Used Motor Oil"

message that promotes use of the network of agricultural used oil collection centers around California.

VHS copies of "Using Re-refined Oil in Agribusiness" are available free (except for shipping on large orders) from Ecology Action while supplies last. Additionally, BETA copies or looped videos for trade show or public event presentations can be provided at cost. Contact Cristian Martinez at cristian@ecoact.org or (831) 426-5925, Extension 10, for more information.

This grant project also included production of two high quality television PSAs promoting agricultural used oil recycling centers. These are available for customization and free use through Earth's 911 www.earth911.org/. (Click on Multi Media library under the Education section of the menu and look for Ag Oil PSAs).

Meetings

SAVE the DATE:

Used Oil/HHW Conference

The first combined Used Oil/Household Hazardous Waste Conference will take place in Sacramento at the Doubletree Inn on March 22–26, 2004. HHW training sessions will take place March 22–23 and conference sessions March 24–26. Look for more detailed conference information in the January 2004 issue of the Grants Bulletin.

California HHW Information Exchanges

Information exchange meetings are held every other month in northern and southern California. Here are the upcoming meeting locations/dates:

Orange County	11/19/03
Yolo County	1/7/03
Ventura County	1/14/03

New Staff

Bonnie Cornwall joined the Used Oil/Household Hazardous Waste Program as a supervisor last April after eight years at the Technology, Trade and

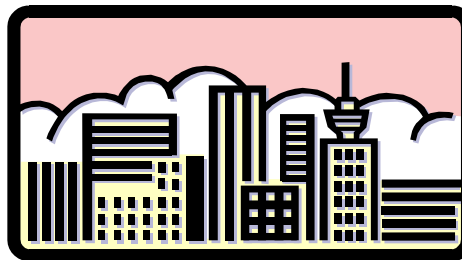


Commerce Agency (TTCA).

As a supervisor in the Used Oil and HHW Branch, Ms. Cornwall supervises a team of eight grant managers and students and oversees the planning and implementation of all aspects of grant programs to assure appropriate work flow and meet statutory and regulatory requirements. Ms. Cornwall has taken a central role in streamlining grant management processes so grant managers can spend more time providing technical support and program evaluation guidance to grantees.

While at TTCA, Ms. Cornwall worked in the Division of Science, Technology and Innovation managing the California Technology Investment Partnership grant program, six Regional Technology Alliances, and the Space Industry Development grant programs. She also worked closely with the Governor's Office on a life science initiative.

Prior to those technology assignments, Ms. Cornwall served as the Assistant State Director for the California Small Business Development Center Program and the Assistant Director of the California Energy Extension Service.



Legislative Update

The Electronic Waste Recycling Act was signed by Governor Davis on September 24, 2003. This law requires that a consumer fee be assessed on video display devices to pay for recycling these devices, which contain hazardous wastes. The Electronic Waste Recycling Act will provide funding to local government collection programs and electronic waste recyclers for the collection and recycling of retired computer monitors and televisions.

AB 302 (Chan, Chapter 205, Statutes of 2003) was enacted on August 18, 2003. This bill bans the use of the flame retardant polybrominated diphenyl ether after January 2008.

Shasta College Develops Automotive Waste Management Curriculum

The California Integrated Waste Management Board and the Shasta-Tehama-Trinity Community College District are pleased to announce the availability of *Proper Automotive Waste Management* (PAWM), an educational curriculum designed to meet the needs of automotive technology waste management handlers.

Developed by Shasta College automotive instructor Raleigh Ross, this educational package includes a resource manual and an instructor guide as well as

cognitive and hands-on classroom activities. The PAWM is designed for high school and community college students, automotive technology employees and employers, and automotive technology enthusiasts.

This curriculum exposes audiences at all levels to the environmental impacts, regulations, and safety issues pertaining to the proper handling and reduction of automotive wastes. The PAWM addresses issues and problem-solving for liquid, solid, and gaseous wastes.

You can download the PAWM curriculum at www.ciwmb.ca.gov/Publications/default.asp?cat=17.

For additional information, contact Dana Stokes at the California Integrated Waste Management Board at (916) 341-6447 or dstokes@ciwmb.ca.gov.

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The energy challenge facing California is real.

*Every Californian needs to take immediate action to reduce energy consumption. For a list of simple ways you can reduce demand and cut your energy costs, **Flex Your Power** and visit*



Zero Waste—You Make It Happen!